



BLUE RIBBON COMMITTEE

2nd Planning Meeting Agenda

Tuesday, Nov. 19, 2019, 1 p.m. – 2 p.m.

I. Welcome/Introductions

- A. Guests
- B. Countywide Representation

II. Blue Ribbon Month “Keep Kids Safe, Healthy, and Happy!”

- A. 2020 Kick-Off Ceremony @ Bowers Museum, Santa Ana (*Proposing April 1, 2020, 9 a.m.*)
 - 1. Emcee Ideas
 - 2. Blue Ribbon Award Nominations [*Handout: Nomination Forms*]
 - 3. Update – Impact Speaker ideas
 - 4. Invite Lists
 - 5. Publicity - Leads/Tools [KSBR Radio BR story to air March 30th]
- B. Month-Long Awareness Campaign
 - 1. Discuss/Select Key Target Audience(s) (*Handout: Planning Chart*)
 - a. Parents/Care Givers; Youth/Youth Organizations; Schools; Places of Worship; Professionals – Medical, Law Enforcement/Safety, Educators, Social Workers, other; Nonprofits; County; Media; Other
 - 2. Tools
 - a. Blue Ribbon Kits (Discuss Past Enclosures)
 - b. Community Presentations
 - c. Educational Materials
 - d. Other
 - 3. Events (in April)
 - a. Dedicating/Planting Pinwheels for Prevention® Gardens
 - b. Contests
 - A. Artwork (1st thru 12th), Essay/Poetry (Middle/High School), Video Contest (College age)
 - c. Other

III. Next Meeting - December 10, 1 p.m.

- IV. **Meeting Schedule** – Usually 4th Tuesday each month, 1 p.m. at The Raise Foundation
(To be confirmed: Jan. 28, Feb. 25, March 24, April TBD, Debrief TBD)